



Considerations for the Presenter:

- This presentation has been developed by the Pennsylvania Department of Environmental Protection (PA DEP or the Department) for use by communities and other entities (universities, hospitals, etc.) that operate regulated small municipal separate storm sewer systems (MS4s) under the NPDES Phase II Storm Water Program.
- The Department assumes that communities and other permitted entities using this presentation have coverage under a general permit and have opted to implement DEP's Phase II MS4 Stormwater Management Program Protocol to meet their Phase II permit requirements.
- Communities using this presentation that have opted to develop and implement their own storm water management program can also use this presentation, but should modify the contents of this presentation to reflect the best management practices (BMPs) and other activities in your PA DEP approved storm water management program.
- PA DEP designed this presentation to give you the opportunity to customize it for your community as much as possible. Look for placeholders throughout the presentation, in both the slides and the Speakers' Notes, that allow you to insert specific descriptions and information about your community's water resources and municipal storm sewer system.
- Some members of the audience may be familiar with the storm water regulations that drive your permit requirements, others may not. Acknowledge the potential varying degrees of familiarity with the topic of storm water management.
- Avoid relying on the acronyms that may appear on the slides. They are used as space-savers. Definitions of each of these acronyms appear in the Speaker's Notes, so be sure to define them for your audience as they appear.

Points to Highlight During This Slide:

- Encourage the audience to ask questions as they come up during the presentation.
- Explain to audience that their input and thoughts on the storm water management program are encouraged. Their feedback may provide useful information that could help with implementation of the storm water management program.



Considerations for the Presenter:

- To get a sense of what people value or think of when they think of water, ask them why clean water is important and record their answers on a flip chart or chalkboard. You can use this information when discussing the benefits of managing storm water runoff at the end of this presentation.

Points to Highlight During This Slide:

- Clean water is important to us for many reasons. It provides us with drinking water, a place for recreation, and supports habitat for wildlife. (Add in other reasons provided by the audience, especially those that directly relate to local water resources.)
- Everyone listening to this presentation is here because they care about our community’s water quality and how water quality affects our quality of life.
- Many of the choices that we make everyday can have an impact on water quality – for better or for worse.

Let's Talk About. . .

- **What storm water is and why it can be a problem in our community.**
- **What our community is doing to manage storm water and how these activities will benefit us.**

Considerations for the Presenter:

- It is important to provide an overview of what the presentation will cover before launching into the presentation.

Points to Highlight During This Slide:

- This presentation will address what storm water is in the context of the Phase II Storm Water Program implemented by PA DEP.
- It will explain how storm water runoff can negatively impact water quality if sound management practices are not in place.
- It will also describe the activities, programs, and management practices that our community is required to do under our Phase II Storm Water permit to ensure that storm water runoff from our community does not negatively impact water quality.
- This presentation will provide examples of how managing storm water runoff can benefit our community and tell you how you can get involved in protecting our water quality through better storm water management.

What is Storm Water?

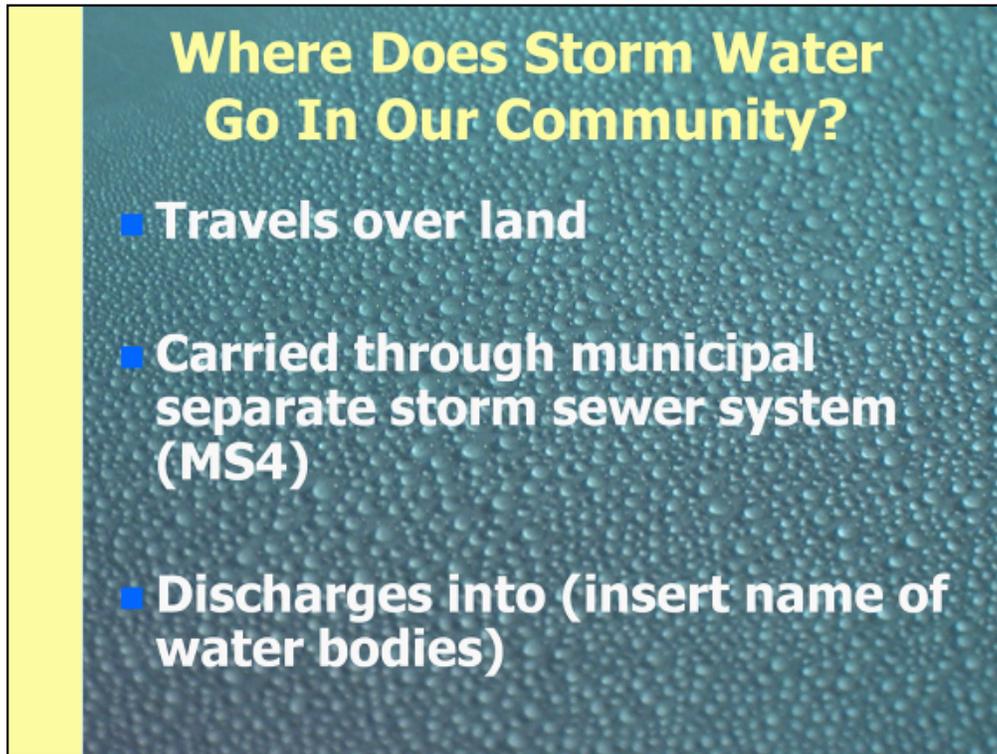
- Rain events
- Snow melt
- Other surface runoff and drainage



Considerations for the Presenter:

Points to Highlight During This Slide:

- Let's make sure that everyone is using the same definition when talking about storm water.
- During this presentation, when the phrase "storm water" is used it means rain, snow melt, and other surface runoff and drainage.



Considerations for the Presenter:

•Use the information that you provided on your Notice of Intent form (i.e., the Phase II Storm Water Permit Application) to identify the water bodies that receive storm water discharges from your MS4. Insert this information on the slide.

•If available, insert an image of your storm sewer map or your community to illustrate how and where storm water travels through your MS4. If this is not available, describe it to the audience to the best of your ability. It is important for your audience to understand that not all of your MS4 may consist of underground pipes, but that some of it may consist of ditches and other structures located above ground.

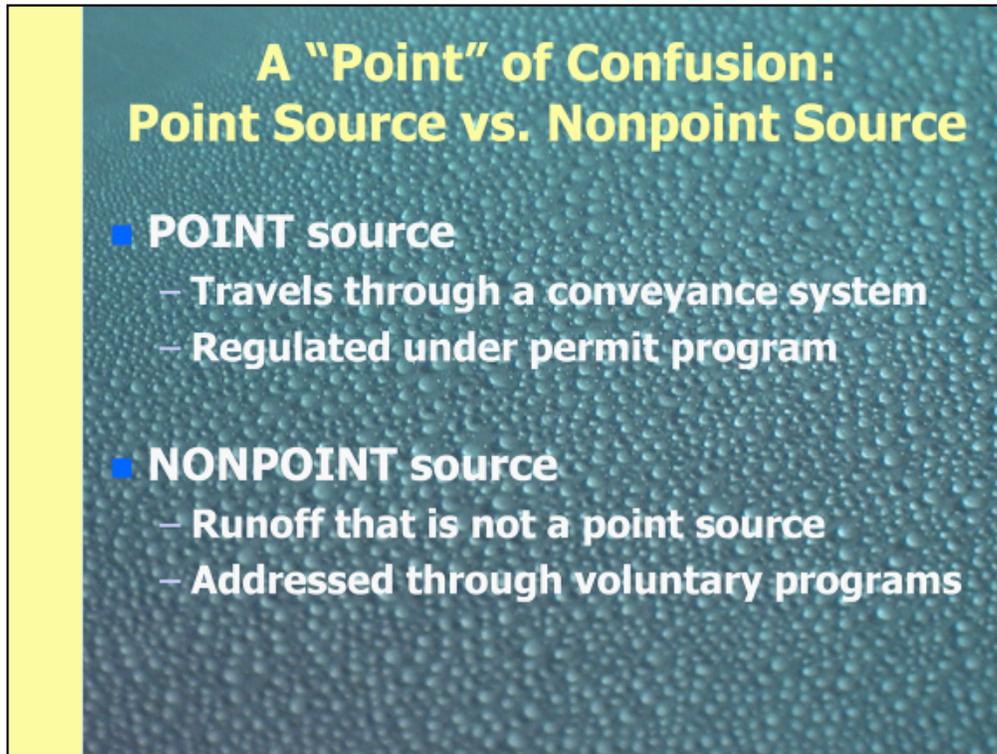
Points to Highlight:

•Storm water travels over land. In some cases, the ground absorbs storm water and it never reaches nearby streams, rivers, and lakes. If it doesn't infiltrate, storm water may drain directly into nearby streams, rivers, and lakes.

•In other situations, storm water traveling over land eventually drains into a system of conveyances. This system is referred to as a municipal separate storm sewer system or an MS4. Managing storm water that travels over land into an MS4 is the focus of this presentation.

•The MS4 can be a series of underground pipes or it can be a series of ditches. It doesn't matter what it is made of, it only matters that it is a man-made structure designed to move storm water away from an area to a local waterbody.

•Eventually an MS4 discharges storm water from one point into a waterbody. In our case, our MS4 is comprised of (insert description of your community's system) and drains into (insert name(s) of receiving water bodies).



Considerations for the Presenter:

•Some members of your audience may be familiar with programs such as the Section 319 Program that funds projects to control non-point source pollution. These individuals may be confused as to why the NPDES Storm Water Program considers storm water runoff to be a regulated point source.

•The distinction between storm water as a point source and a nonpoint source is important to make when talking about a regulatory program.

Points to Highlight:

•Storm water can be either a point source discharge or a nonpoint source discharge.

•EPA only regulates point source discharges of storm water under the NPDES Storm Water Program.

•In the context of the NPDES Storm Water Program, storm water is considered a point source discharge when it:

–travels through a conveyance system, often referred to as an MS4; and

–discharges from a discrete point, or outfall, into waters of the U.S.

–(Note: A discrete conveyance is not just a pipe. It can also be grass swales or ditches, tunnels, conduits, and street curbs.)

•A nonpoint source discharge is surface runoff that does not discharge from a discrete conveyance. It often empties into waters of the United States and can create pollution problems similar to those associated with storm water runoff.

–Although EPA does have programs in place to control nonpoint source discharges, these discharges are not regulated like point source discharges.

–Examples of nonpoint source discharges include agricultural runoff and sheet flow from forested areas and parking lots.

Why is Storm Water a Problem?

- Problem: Decrease in quality
- Problem: Increase in quantity
- Cause: Developed and disturbed land



Considerations for the Presenter:

Points to Highlight:

- Storm water is an important part of the water cycle. Without it, water levels in our lakes, rivers and streams would fall and ground water levels would also decrease.
- Storm water becomes a water quality problem as a result of our activities on the land.
- Development can alter the natural pathway that storm water takes to travel over land, and increases the rate at which it travels over the land by changing porous surfaces (e.g., soil) to non-porous, or impervious, surfaces (e.g., pavement) . The natural pathway and rate at which storm water runoff moves over land is referred to as the hydrologic conditions of a site.
- Natural surfaces, such as soil, acts as a filter for storm water and cleans it as it infiltrates into the ground. By converting pervious surfaces into impervious surfaces, storm water washes pollutants from the ground, collects them as it travels over the land, and deposits them into our water when it discharges from the MS4.
- As a result of developed and disturbed land, storm water becomes a problem because:
 - The quality of the storm water runoff decreases as it accumulates pollutants that collect on the ground. Pollutants concentrated in storm water runoff can eventually decrease the overall water quality of lakes, rivers, and streams and other water resources that receive storm water discharges.
 - The quantity (and speed) of storm water runoff moving over the land increases. This means that a greater volume of polluted runoff is reaching our lakes, rivers, and streams at a faster pace. This can result in flooding, as well as more polluted waters.



Considerations for the Presenter:

- Ask audience to identify the substances in this picture. (It is oil and grease on wet pavement – either a road or a parking lot.)

Points to Highlight During This Slide:

- This photo illustrates the types of pollutants that end up on pavement and will eventually travel into our water.
- Rain will eventually wash the oil and grease from the pavement into the storm drain and into a nearby waterbody.



Considerations for the Presenter:

- Ask audience to identify the substances in this picture. (It is litter carried by storm water runoff into a storm drain.)

Points to Highlight During This Slide:

- This photo illustrates the types of pollutants that end up on pavement and will eventually travel into our water.
- Storm water runoff picks up litter from streets and carries it to storm drains. Sometimes it makes it into the storm drains, goes through the storm sewer system, and ends up in our water. If it can't go down the storm drain, it will clog the inlet (as shown here) and make it difficult for storm water to drain properly. This could lead to flooding if the drain is clogged enough.



Considerations for the Presenter:

- Ask audience to identify what this picture illustrates. (It is storm water discharging sediment laden runoff into a stream.)

Points to Highlight During This Slide:

- This photo illustrates another type pollutant related to development and disturbed land that can impact our water quality.
- Storm water runoff contributes to erosion from areas that do not have vegetative cover, such as construction sites. The water in this photograph is brown due to the sediment carried by storm water runoff.



Considerations for the Presenter:

- Ask audience to identify what this picture illustrates. (It is severe flooding after a rain event.)

Points to Highlight During This Slide:

- This photo illustrates an impact to public safety and quality of life due to storm water runoff.
- As the amount of impervious surfaces in our community increases by creating more roads, rooftops, parking lots and other non-porous surfaces, the quantity of storm water that our system has to handle will increase. Many times, our storm sewer systems cannot drain the runoff from impervious surfaces quickly enough, resulting in flooding.

Why is Storm Water a Problem?

- **Problem: Non-storm water discharges enter systems**
- **Cause: Illicit discharges**
- **Cause: Illicit connections**



Considerations for the Presenter:

- Ask audience to identify what this picture illustrates. (It is a person dumping waste into the storm drain.)

Points to Highlight During This Slide:

- Some types of pollution are not necessarily picked up by storm water runoff, but enter the separate storm sewer system and become part of the storm water discharge. EPA refers to these contributions to the separate storm sewer system as non-storm water discharges.
- Illicit discharges, such as dumping antifreeze down a storm drain, are one example of how other contaminants can enter the separate storm sewer system and contribute to storm water contamination.
- Other types of wastewater can wrongfully enter the storm sewer system when other systems carrying industrial or sanitary wastewater are connected to the storm sewer system. These types of connections are referred to as illicit connections.



Considerations for the Presenter:

- Not many people are familiar with the type of wastewater systems that carry sanitary waste and storm water underground. Be sure to point out the differences in these systems when showing this graphic.

- Ask your audience where wastewater from the sanitary sewer system goes. They will hopefully tell you to a wastewater treatment plant. Now ask them where storm water in the separate storm sewer system goes. Some may tell you that it also goes to a treatment plant, others may tell you that it directly discharges to nearby waters. Clarify the differences between how sanitary wastewater is handled in your community before it is discharged versus storm water.

- Ensure that you help the audience understand that if sanitary wastewater travels through the separate storm sewer system, sanitary wastewater does not get the necessary treatment before it is discharged.

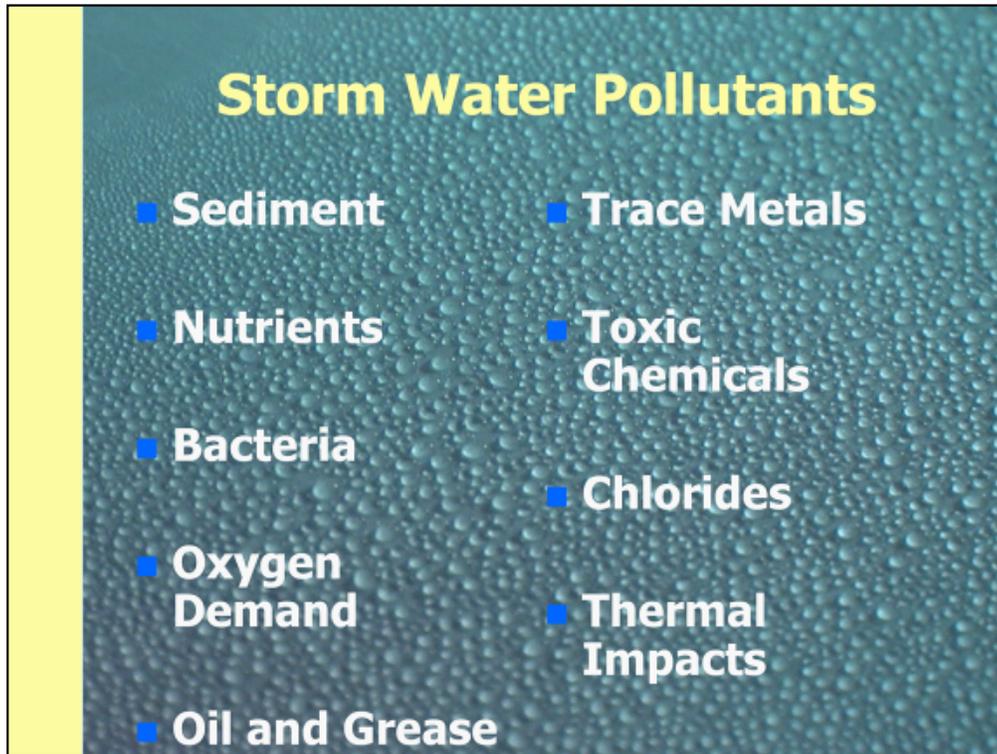
Points to Highlight During This Slide:

- As pointed out in the previous slide, dumping to a storm drain isn't the only type of illicit discharge. Process wastewater effluent or sanitary wastewater not properly channeled to a wastewater treatment plant could flow into a separate storm sewer system.

- This slide shows the two types of underground systems that we have in our community. One to carry sanitary waste from our homes to wastewater treatment plants and one to carry storm water from the streets to nearby waterbodies.

- It is important to understand that wastewater from the sanitary sewer system gets treated. Storm water traveling through a separate storm sewer system never goes to a treatment plant! It discharges directly to our water, along with everything it picks up on its journey over the land.

- If cross connections happen, that means we have sanitary wastewater containing bacteria, and other toxic substances going directly to our water without getting the proper treatment.



Considerations for the Presenter:

•Before showing this slide, you may want to ask the audience to list off the types of pollutant that they think – based on the first portion of this presentation – will contaminate storm water. Record these answers on a flip chart or a chalkboard.

•Once you collect these answers, and show the audience this slide, you may want to discuss the sources of these pollutants. For example, nutrients can originate from pet waste and lawn fertilizer and bacteria may originate from pet waste and cross-connections with the sanitary sewer system.

Points to Highlight During This Slide:

•Storm water can carry pollutants that are visible to the eye, while others require expensive laboratory analyses to determine if they are there.

•We can see pollutants such as sediment (remember the brown water on the previous slide?) and the result of excessive nutrient levels (.e., algal blooms that are unpleasant to the nose and the eyes).

•Pollutants that we can't see, such as bacteria and toxic chemicals, could result in illness.

•Thermal impacts result from storm water runoff heating up as it travels over hot pavement and can do harm to aquatic life that need cool water to survive.

PA Water Quality and Storm Water Impacts

- **Total of 83,438 stream miles in PA Assessed**
 - Total of approximately 86,000 miles in PA
- **24.2% of assessed waters are impaired**
- **Urban runoff #3 source of impairment**
 - 4,325 miles of rivers and streams
 - 21.4% of all impaired river and stream miles

From 2014 PA Integrated Water Quality Monitoring and Assessment Report

Considerations for the Presenter:

•Specific information about the water quality of lakes, rivers, and streams within your community is available from PA DEP. The best place to start for specific information is with the Total Maximum Daily Load (TMDL) Program. Through this program, you can find out if waters near you are violating water quality standards. The Department has a web site that allows you to find information on a county-by-county basis.

Points to Highlight During This Slide:

•Storm water runoff from urban areas is impacting water quality throughout Pennsylvania. This is known from recent assessments of waters in the state.

•Pennsylvania has a total of 83,438 stream miles. Through the state’s water quality assessment program, the Department has assessed a little over half of these stream miles.

•Of the stream miles assessed by the Department, 24.2% are considered impaired because they are not meeting their water quality standards.

•Water pollution originating from urban storm water runoff is the #3 cause of water quality impairment. Of the impaired stream miles, 4,325 stream miles are impaired due to storm water run off. That is 21.4% of all impaired stream miles.



Considerations for the Presenter:

Points to Highlight During This Slide:

- As you can see, storm water runoff can have serious impacts on our community's quality of life. Without proper management, storm water can cause damage to personal property from flooding, can limit our opportunities for safely swimming, fishing, and boating, and may disturb our local wildlife.
- Our community is taking steps to better manage storm water runoff, which will protect public health and safety of residents in our community. The remainder of this presentation will focus on our community's efforts to make sure that storm water benefits us and our quality of life.



Considerations for the Presenter:

•This presentation simplifies the explanation of the NPDES Phase II MS4 Program. If anyone in your audience would like more detailed information on the federal regulations, provide them with the following web site www.epa.gov/npdes/. This web site provides an overview of EPA's National Pollutant Discharge Elimination System (NPDES) Program, including the Phase II Storm Water Program.

•For more information on the process that PA DEP used to create the PA Phase II MS4 Storm Water Program, you can inform your audience about the Pennsylvania Phase II Storm Water Strategy (November 9, 2001). This strategy is available on the Department's web site at www.dep.state.pa.us/dep/subject/Draft_technical_guidance/385-2000-012.pdf.

Points to Highlight During This Slide:

•As of March 10, 2003 (or insert other date, if different from this, of when permit takes effect), our community will have a storm water permit from PA DEP that regulates the storm water discharges from our municipal separate storm sewer system (MS4).

•This permit is the result of new storm water regulations developed by the U.S. Environmental Protection Agency under the Clean Water Act. You may hear this federal regulation referred to as the Phase II Storm Water regulation (or program).

•This federal regulation required PA DEP to develop a program that meets the federal requirements. As a result, the Department developed a permit program with the goal of reducing the pollutants associated with storm water runoff.

•Our community is one of nearly 900 required to obtain a permit. Under the Phase II regulation, all owners of municipal separate storm sewer systems in Urbanized Areas, as well as in other areas, to obtain a Phase II MS4 Storm Water permit. Two larger cities, Allentown and Philadelphia, have Phase I Storm Water permits.



Considerations for the Presenter:

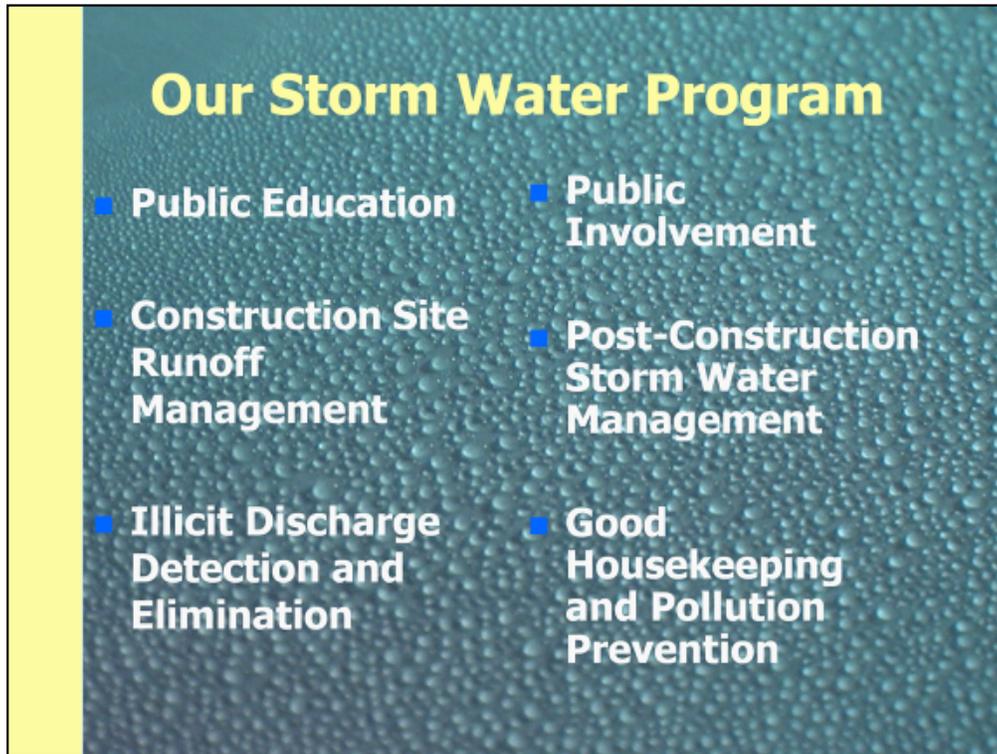
•Consider bringing a copy of the general permit language for members of the audience to flip through either before, during or after the presentation. They may be interested in reading the actual permit requirements.

Points to Highlight During This Slide:

•The overall goal of the Phase II MS4 Storm Water Program is to reduce pollutants found storm water runoff from urbanized or urbanizing areas to the “maximum extent practicable.”

•To achieve this goal, our permit requires us to conduct three major activities:

- Develop and implement a storm water management program, consisting of six minimum control measures;
- Track our progress in implementing our storm water management program against a set of measurable goals; and
- Report on our progress to PA DEP and the community every year through an annual report.



Considerations for the Presenter:

•If your community opted to implement DEP’s Phase II MS4 Stormwater Management Program Protocol, you may want to bring in a copy of this document for the audience to flip through. This will provide the audience with more detail on your community’s storm water management program requirements.

•If your community opted to develop and implement its own stormwater management program, you may want to bring in a copy of the information submitted to PA DEP with the permit application to support your storm water management program and your measurable goals.

•The “Points to Highlight During this Slide” are divided between communities that opted to implement DEP’s Phase II MS4 Stormwater Management Program Protocol and those that did not. Present the appropriate information depending on what option your community selected when applying for the Phase II MS4 Storm Water general permit.

•Communities that did not opt to implement DEP’s Protocol will have to customize the remaining slides in this presentation to accurately reflect the activities to be conducted for each of the six minimum measures in their customized storm water management program.

Points to Highlight During This Slide:

•Our permit requires us to develop and implement a storm water management program that consists of these six minimum control measures.

(For communities using DEP’s Phase II MS4 Stormwater Management Program Protocol):

•Instead of developing a storm water management program from scratch, we have opted to use the Phase II MS4 Storm Water

Management Program Protocol developed by PA DEP. By using this program, we have most of the information and resources that we need to implement a program that will meet our permit requirements.

- In addition to specifying what types of activities and management practices that we must conduct, the Protocol also specifies what measurable goals we will use to track our progress in implementing this program.

- The next slides in this presentation will provide you with more details on what we must do under each of these six minimum control measures to meet the requirements of the Phase II MS4 Stormwater Program Protocol under our Phase II MS4 Storm Water Permit.

(For Other Communities):

- Under the Phase II MS4 Storm Water general permit, PA DEP gave us the opportunity to use their Phase II MS4 Storm Water Management Program Protocol or develop and implement our own storm water management program that addresses each of the six minimum measures. Rather than use DEP's Protocol, we have decided to develop and implement a program that is more tailored to our community.

- In addition to developing management practices for each of the six minimum measures, we also had to develop measurable goals that we will use to track our progress in implementing our customized storm water management program. PA DEP required us to submit these goals, as well as the management practices, that comprise our storm water management program for review and approval as part of our permit application. (Provide information on the status of that permit application. . . Has it been approved? If not, when does PA DEP expect that it will inform the community as to whether or not the storm water management program is acceptable.)

- The remainder of this presentation will provide details on what management practices and measurable goals we have developed to create our storm water management program.

Public Education and Outreach

- Distribute educational materials developed by PA DEP
- Develop outreach plan for community

Considerations for the Presenter:

- This slide generally conveys requirements contained within the Protocol for the Public Education and Outreach minimum control measure, as described in the Minimum Control Measures Protocol for MS4s.
- If your community opted to use DEP's Protocol to meet this minimum control measure, you may want to show participants examples of the educational materials developed by PA DEP that you will distribute.
- If your community is planning to develop its own education and outreach program to fulfill this minimum measure, prepare discussion point and/or slides to describe your activities. Don't forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this Minimum Measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in participating on a team or committee to help with the public education and outreach program.

Points to Highlight During This Slide:

- Our permit requires us to develop and implement an education and outreach program that discusses water quality impacts due to storm water runoff and steps that everyone can take to reduce pollutants in storm water. This is the first of the six minimum control measures that make up our Phase II Storm Water Management Program.

(For communities using DEP's Protocol to fulfill this minimum measure):

- Since we have chosen to use DEP's Protocol rather than developing our own storm water management program from scratch, our education and outreach program focuses on distributing educational materials developed by PA DEP.
- Although we aren't required to develop our own educational materials, we are required to develop an outreach plan that will help us understand how different groups – or target audiences – in our community communicate with one another.
- We must distribute educational materials to five categories of target audiences: 1) homeowners; 2) business owners; and 3) developers. These groups have the highest potential to pollute storm water through everyday activities – therefore, they have the highest potential for helping the storm water management program to be a success in our community.
- The outreach plan that we have to develop is based on a series of questions that will help us understand where each group receives its

information (e.g., newspapers, radio, television) and how members of the group communicate with each other (e.g., newsletters, internet, social gatherings, community events, etc.) Using that information, we will develop a strategy to make sure that each group receives educational information on storm water.

- Educational materials provided by DEP include presentations like this, posters, pamphlets, fact sheets, and a storm water web site.

(For Other Communities):

- Since our community chose to develop our own storm water management program, we are responsible for designing and implementing a public education and outreach program. Our program will consist of the following activities: **(Insert information on the types of educational materials and activities that you will develop to meet this requirement.)**

- In addition, to developing and implementing these activities, we must also develop measurable goals that will help us track progress toward implementing the education and outreach program. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- This slide conveys requirements contained within DEP’s Protocol for the Public Involvement/Participation minimum control measure.
- If your community opted to implement DEP’s Protocol, use the appropriate points provided below.
- If your community is planning to develop its own public involvement/participation program to fulfill this minimum measure, prepare discussion point and/or slides to describe your activities. Don’t forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this Minimum Measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in participating on a team or committee to help with public involvement/participation activities.

Points to Highlight During This Slide:

- Our permit requires us to give the public opportunities to participate in the development and implementation of the storm water management program. This is the second of the six minimum control measures that make up our Phase II Storm Water Management Program.

(For communities using DEP’s Protocol to fulfill this minimum measure):

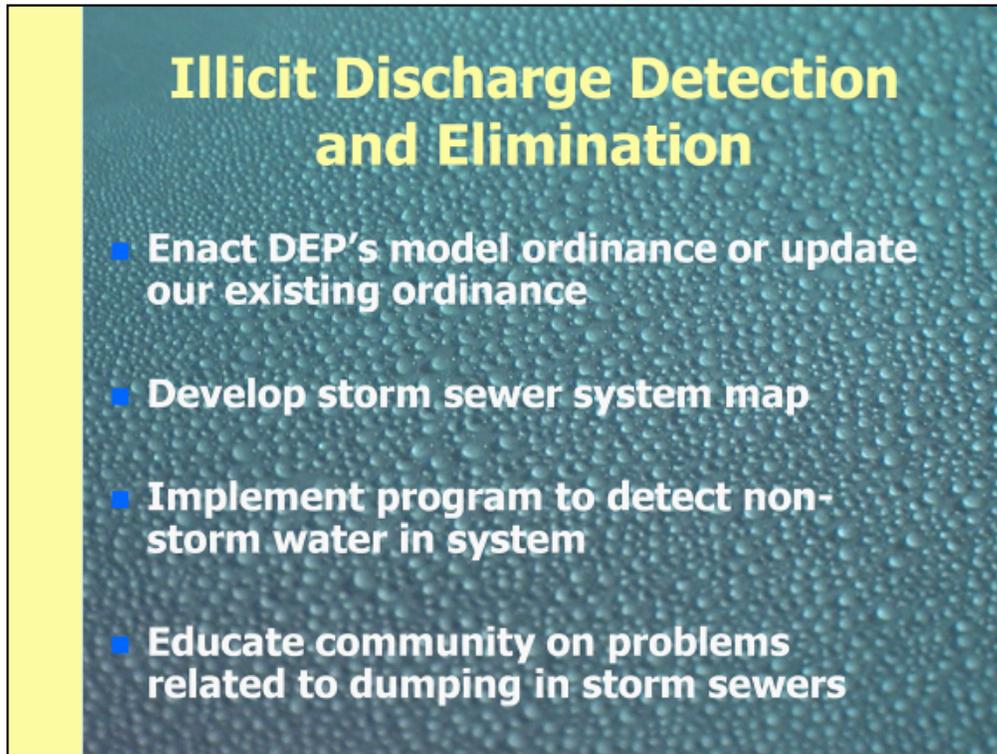
- Since we have chosen to use DEP’s Protocol rather than developing our own storm water management program from scratch, DEP requires us to give adequate public notice about the storm water management program and develop a public involvement plan. By developing this plan, we will better understand what volunteer organizations and activities our stakeholders are already involved in and identify ways to partner with these existing volunteer programs.

(For Other Communities):

- Since our community has decided to implement its own storm water management program, we are responsible for developing ways to

get the public involved in the Phase II storm water management program. To fulfill this minimum measure, we will do the following: **(Insert information on the types of public involvement activities that you will undertake to meet this requirement.)**

•In addition to developing and implementing these activities, we must also develop measurable goals that will help us track our progress toward fulfilling this minimum control measure. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- This slide conveys requirements for the Illicit Discharge Detection and Elimination minimum control measure, as described in DEP's Protocol for MS4s.
- If your community opted to implement DEP's Protocol, use the appropriate talking points provided below.
- If your community is planning to develop its own illicit discharge detection and elimination program to fulfill this minimum measure, prepare discussion point and/or slides to describe your activities. Don't forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this minimum measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in participating on a team or committee to help with activities related to illicit discharge detection and elimination.

Points to Highlight During This Slide:

- Our permit requires us to undertake activities that will reduce the amount of non-storm water going into our municipal storm sewer system from dumping down storm drains and improper connections to the system. This is the third of the six minimum control measures that make up our Phase II Storm Water Management Program.

(For communities using DEP's Protocol to fulfill this minimum measure):

- Since we have chosen to use DEP's Protocol rather than developing our own storm water management program from scratch, DEP requires us to conduct the three activities listed on this slide to control sources of non-storm water entering our storm sewer system.
- Our first requirement under this minimum measure is to map our storm sewer system. We need this information to better understand where storm water travels in our community and identify areas where non-storm water has the potential to enter the system. Areas with the highest potential for illegal dumping and improper connections are priority areas within the system.
- As we gain a better understanding of the layout of our storm sewer system, we will implement a program to detect and eliminate sources of non-storm water entering the system. Through our illicit discharge detection and elimination program, we will conduct

frequent field inspections of storm water outfalls to ensure that nothing is discharging from them during dry weather. (Discharges from these outfalls should only occur when it rains.) If we find a discharge during dry weather, we must take action to find the source and eliminate it. This could mean correcting an improper connection to the system, so we might have to work with developers and/or homeowners. If it turns out that the discharge is from someone dumping wastes down the storm drain, we must take action to find the person(s) responsible.

- Educating the public on why dumping to storm drains is not good for public safety or water quality is a really important activity for preventing illicit discharges to the storm sewer system. Through education, we hope to give people the information they need to make the right choice about disposing wastes properly – not down the storm drains – and how to fix improper connections to the storm sewer system originating on their property.

(For Other Communities):

- Since our community has chosen to implement its own stormwater management program, we are responsible for developing ways to get the public involved in the Phase II storm water management program. To fulfill this minimum measure, we will do the following: **(Insert information on the types of public involvement activities that you will undertake to meet this requirement.)**

- In addition to developing and implementing these activities, we must also develop measurable goals that will help us track our progress toward fulfilling this minimum control measure. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- This slide conveys requirements for the Construction Site Storm Water Runoff Control minimum control measure, as described in DEP's Protocol.
- If your community opted to use DEP's Protocol, use the appropriate talking points provided below.
- If your community is planning to develop its own storm water management program, prepare discussion point and/or slides to describe your activities. Don't forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this minimum measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in more information on construction site storm water runoff controls. **Points to Highlight During This Slide:**
- Our permit requires us to address storm water runoff from construction sites. This is the fourth of the six minimum control measures that make up our Phase II Storm Water Management Program.

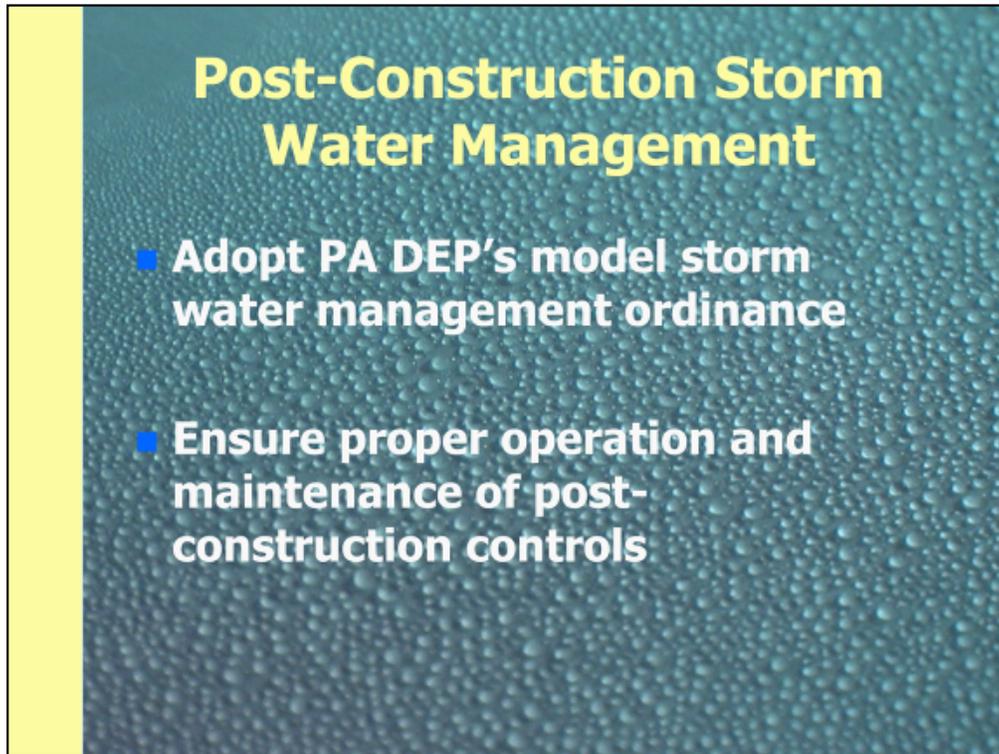
(For communities using DEP's Protocol to fulfill this minimum measure):

- DEP has provided us with an ordinance that requires the review and approval of Erosion and Sediment Control Plans by the County Conservation District or DEP for any earth disturbance one acre or more and as a prerequisite for the formal approval of development plans or the issuance of building permits.
- These programs are administered by the County Conservation District and/or DEP.
- Since these programs are in place, our permit does not require us to develop and implement yet another program.
- Through our education and outreach program, we will distribute materials to better educate developers on the potential impacts to storm water from construction sites and what they can do to minimize these impacts.

(For Other Communities):

•Our community has decided to develop and implement a program to control storm water runoff from construction sites. This program includes: **(Insert information on the types of public involvement activities that you will undertake to meet this requirement.)**

•In addition to developing and implementing these activities, we must also develop measurable goals that will help us track our progress toward fulfilling this minimum control measure. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- This slide conveys requirements for the Post-Construction Site Storm Water Runoff Control minimum control measure, as described in DEP's Protocol.
- If your community opted to use DEP's Protocol, use the appropriate talking points provided below.
- If your community is planning to develop its own storm water management program, prepare discussion point and/or slides to describe your activities. Don't forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this minimum measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in more information on construction site storm water runoff controls.

Points to Highlight During This Slide:

- Our permit requires us to address post-construction storm water runoff. This is the fifth of the six minimum control measures that make up our Phase II Storm Water Management Program.

(For communities using DEP's Protocol to fulfill this minimum measure):

- DEP has provided us with an ordinance that requires municipal approval of post-construction stormwater controls. The design, construction and maintenance of these post-construction controls must meet the requirements of the County's approved watershed plan and the permit program administered by the County Conservation District.
- To ensure that post-construction controls are installed and functioning properly, we must also develop a monitoring program. Through this monitoring program, we must identify controls that are not properly functioning and develop a plan to address them.

(For Other Communities):

•Our community has decided to develop and implement a program to address post-construction stormwater runoff. This program includes: **(Insert information on the types of public involvement activities that you will undertake to meet this requirement.)**

•In addition to developing and implementing these activities, we must also develop measurable goals that will help us track our progress toward fulfilling this minimum control measure. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- This slide conveys requirements for the Pollution Prevention/Good Housekeeping minimum control measure, as described in DEP’s Protocol.
- If your community opted to implement DEP’s Protocol, use the appropriate talking points provided below.
- If your community is planning to develop its own stormwater management program to fulfill this minimum measure, prepare discussion point and/or slides to describe your activities. Don’t forget to include information on your measurable goals – or work with your stakeholders to develop them during the public meeting (if held prior to permit application).
- You may want to ask stakeholders to verbally give you suggestions about this minimum measure, if there is time on the agenda. If not, ask stakeholders to write down their ideas and suggestions.
- You may want to have a sign-up sheet at the back of the room for people who are interested in more information on pollution prevention and good housekeeping in municipal operations and maintenance activities.

Points to Highlight During This Slide:

- Through our own actions, our local government should set an example for the rest of the community when it comes to preventing or reducing pollutants entering the storm sewer system. Our permit requires us to examine our municipal operations and maintenance practices and implement procedures that will prevent storm water pollution from municipal facilities and activities. This is the last of the six minimum control measures that make up our Phase II Storm Water Management Program.

(For communities using DEP’s Protocol to fulfill this minimum measure):

- Our first requirement under this minimum control measure is to implement the Operations and Maintenance (O&M) procedures for municipal operations related to vehicle maintenance and storm water facility operations and maintenance. Activities in each of these categories can have a significant impact on storm water quality, if not conducted properly.
- We will alter some of our standard procedures by incorporating required pollution prevention and good housekeeping practices. Examples of some of these practices include creating designated vehicle washing areas that prevent soapy washwater from draining into

storm drains, and regularly inspecting and cleaning catch basins that are part of our storm sewer system.

- In addition to implementing this O&M Program, we need to train our municipal employees on these new practices and procedures to ensure that everyone is doing their part of make this program a success. **(Insert additional details on the training program when available.)**

- Through the education and outreach program, we will distribute educational materials to our target audiences on pollution prevention activities they can conduct to reduce pollutants entering the storm sewer system.

(For Other Communities):

- Since our community has decided to develop its own stormwater management program, we are responsible for developing an Operations and Maintenance (O&M) Program with a pollution prevention/good housekeeping focus to improve our current municipal O&M activities. To fulfill this minimum measure, we will do the following: **(Insert information on the types of public involvement activities that you will undertake to meet this requirement.)**

- In addition to developing and implementing these activities, we must also develop measurable goals that will help us track our progress toward fulfilling this minimum control measure. **(Insert information either about the developed measurable goals, or the process you will use to get stakeholder input for developing the measurable goals.)**



Considerations for the Presenter:

- You may want to ask stakeholders to share their thoughts and ideas on how the Phase II Storm Water Management Program will benefit the community. Record their answers on a flip chart/chalkboard.
- It is important that participants acknowledge the value in this program; their attitudes and perceptions toward the program will affect the overall success of the program.
- If they cannot come up with possible benefits, you may want to consider initiating a discussion on why they don't think that the program will benefit the community. Be sure to record their thoughts, concerns, perceptions, attitudes and values. This information will assist your efforts to educate and involve stakeholders down the road. It will also serve as baseline information that you can use to benchmark against later in your permit term.

Points to Highlight During This Slide:

- Successful implementation of the six minimum control measures will benefit our community now and in the future.
- What are some of the benefits that we will experience through our storm water management program?



Considerations for the Presenter:

•This is a really generalized list of benefits. You may want to take the list generated by the audience and compare the two. Hopefully your audience will have generated a list of benefits that is much more specific to your community and fits into these general category headings. If participants did not think of a specific benefit related to one of the categories on this slide, take some time to think of benefits that relate to your community in that category.

Points to Highlight During This Slide:

- Our community is expected to benefit from a successful storm water management program in a variety of ways.
- Benefit:** Enhanced fishing. **How Storm Water Management Will Produce this Benefit:** Reduce toxics that accumulate in fat tissue and cause defects; reduce sediments that can cover important in-stream habitat; maintain proper temperatures and necessary dissolved oxygen levels.
- Benefit:** Enhanced opportunities for recreation. **How Storm Water Management Will Produce this Benefit:** Reduce toxics and bacteria that make swimming a health hazard; reduce sediments that can impede boating, canoeing, diving, etc.; reduce nutrients that cause algal blooms and odor.
- Benefit:** Reduced flood damage. **How Storm Water Management Will Produce this Benefit:** Limit increases in impervious surface, decreasing quantity and velocity of storm water runoff to MS4 and receiving waters; promote use of alternative storm water management techniques that allow more infiltration of storm water into the ground; prevent damage to storm sewer system, improving its efficiency and effectiveness in handling storm water runoff.
- Benefit:** Improved drinking water quality. **How Storm Water Management Will Produce this Benefit:** Reduces pollutants entering surface water used as drinking water supply, so decreases need for costly treatment; promotes use of alternative storm water management techniques that allow more infiltration and recharging of ground water supplies often used for drinking water.
- Benefit:** Navigational benefits. **How Storm Water Management Will Produce this Benefit:** Reduces pollutants entering surface water used as drinking water supply, so decreases need for costly treatment; promotes use of alternative storm water management

techniques that allow more infiltration and recharging of ground water supplies often used for drinking water.

•Benefit: Reduced illness. **How Storm Water Management Will Produce this Benefit:** Reduces bacteria that can cause illness when swimming; decreases toxics that bioaccumulate in fish and cause illnesses in humans when consumed in unsafe quantities.

•Benefit: Enhanced aesthetic value. **How Storm Water Management Will Produce this Benefit:** Promotes maintaining green spaces in the community; improves visual appearance of waterways – reduces algal blooms, cloudiness, and other visible signs of pollution; prevents floatables in waterways; promotes cleaner sites on land (e.g., better maintained parking lots, industrial sites, municipal facilities, etc.).

How Can You Get Involved?

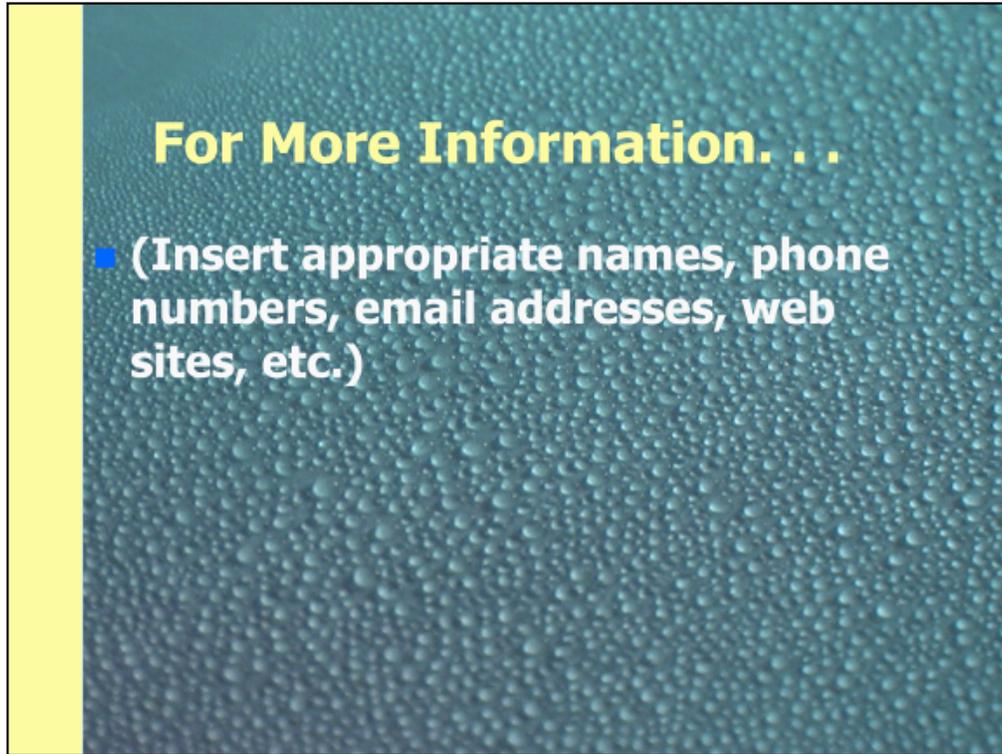
- Pass on information about the storm water program to other community residents
- Report any storm water issues to (insert name of appropriate contact)

Considerations for the Presenter:

- Make sure that the audience understands that they have both a RIGHT and a RESPONSIBILITY to get involved in your community's storm water management program.
- Although the municipality holds the permit, everyone's participation is necessary to ensure success.
- Ask the audience to share any additional ideas they might have as to how they can get involved based on the information contained in the presentation.
- If sign-up sheets are available for different groups and/or committees, be sure to remind participants to leave their name and information on the sheets.

Points to Highlight During This Slide:

- This slide lists just a couple of ways that you can get involved in our community's storm water management program.
- For each of the six minimum control measures, we will need your expertise and participation to make this overall program a success.
- Are there other ways that you would like to get involved in managing our community's storm water?



Considerations for the Presenter:

- Members of the public should feel welcome to contact the community’s storm water manager(s) at any time to get more information or find out how to get involved.
- Provide contact information for as many storm water “team” members as possible.

Points to Highlight During This Slide:

- To get more information about the storm water management program, contact any of the individuals listed on this slide.